

REMARKS

At the outset, the Examiner is thanked for the thorough review and consideration of the pending application. The Office Action dated September 27, 2005, has been received and its contents carefully reviewed.

Claims 1-15 are rejected to by the Examiner. Claims 1-15 remain pending in this application.

In the Office Action, claims 1-7, 9-11 and 14 are rejected under 35 U.S.C. § 102(b) as being anticipated by U.S. Patent Publication No. 2004/0263716 to Lee et al. (hereinafter "Lee"). Claims 8, 12, 13 and 15 are rejected under 35 U.S.C. § 103(a) as being unpatentable over Lee as applied to claims 1-7, 9-11 and 14 above.

The rejection of claims 1-19 is respectfully traversed and reconsideration is requested. Claims 1-19 are allowable over the cited references in that each of these claims recites a combination of elements including, for example, "a bottom cover having a plurality of lamps installed thereon and at least one or more guide projections thereon; and a reflection sheet that reflects light generated from the lamps and has a guide hole to receive each of the guide projections". None of the cited references including Lee, singly or in combination, teaches or suggests at least this feature of the claimed invention. The structure of claim 1 of the present invention is different from the Lee structure in that Lee does not disclose or suggest "a reflection sheet that reflects light generated from the lamps and has a guide hole to receive each of the guide projections" as recited in claim 1. For example, Lee does not disclose the reflection sheet as recited in the claims, nor does it disclose the guide projection or the corresponding guide holes, because Lee does not disclose or suggest the same types of backlight assemblies as that of the present invention. Accordingly, Applicant respectfully submits that claim 1 and claims 2-10, which depend from claim 1, are allowable over the cited references.

The rejection of claims 10-13 is respectfully traversed and reconsideration is requested. Claims 10-13 are allowable over the cited references in that each of these claims recites a combination of elements including, for example, "inserting a guide projection of a bottom cover into a guide hole of a reflection sheet". None of the cited references including Lee, singly or in combination, teaches or suggests at least this feature of the claimed invention. The structure of claim 1 of the present invention is different from the Lee structure in that Lee does not disclose

or suggest “inserting a guide projection of a bottom cover into a guide hole of a reflection sheet” as recited in claim 10. Accordingly, Applicant respectfully submits that claim 10 and claims 11-13, which depend from claim 10, are allowable over the cited references.

The rejection of claims 14-15 is respectfully traversed and reconsideration is requested. Claims 14-15 are allowable over the cited references in that each of these claims recites a combination of elements including, for example, “a bottom cover having a guide projection thereon, the guide projection protruding into the interior of the liquid crystal display; and a reflection sheet that reflects light generated from the backlight and having a guide hole to receive the guide projection”. None of the cited references including Lee, singly or in combination, teaches or suggests at least this feature of the claimed invention. The structure of claim 14 of the present invention is different from the Lee structure in that Lee does not disclose or suggest “the guide projection protruding into the interior of the liquid crystal display; and a reflection sheet that reflects light generated from the backlight and having a guide hole to receive the guide projection” as recited in claim 14. Accordingly, Applicant respectfully submits that claim 14 and claim 15, which depends from claim 14, is allowable over the cited references.

Applicants believe the foregoing discussion places the application in condition for allowance and early, favorable action is respectfully solicited.

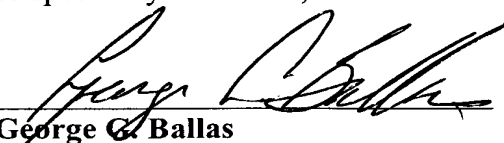
If for any reason the Examiner finds the application other than in condition for allowance, the Examiner is requested to call the undersigned attorney at (202) 496-7500 to discuss the steps necessary for placing the application in condition for allowance. All correspondence should continue to be sent to the below-listed address.

If these papers are not considered timely filed by the Patent and Trademark Office, then a petition is hereby made under 37 C.F.R. § 1.136, and any additional fees required under 37 C.F.R. § 1.136 for any necessary extension of time, or any other fees required to complete the filing of this response, may be charged to Deposit Account No. 50-0911. Please credit any overpayment to deposit Account No. 50-0911. *A duplicate copy of this sheet is enclosed.*

Respectfully submitted,

Dated: December 27, 2005

By



George C. Ballas

Registration No. 52,587

McKENNA LONG & ALDRIDGE LLP

1900 K Street, N.W.

Washington, DC 20006

(202) 496-7500

Attorneys for Applicant